Claims

What is claimed is:

1　1.　A computer implemented method of accessing a common database
2　having database records for use in an interactive sales and marketing network
3　system, comprising:
4　　　providing a plurality of Internet websites;
5　　　coupling the Internet websites to the common database; and
6　　　permitting users of the websites to search the common database for
7　　　　　database records having a particular set of characteristics using a
8　　　　　search query.

1　2.　The method of claim 1, wherein permitting users of the websites to search
2　the common database for database records having a particular set of
3　characteristics using a search query includes:
4　　　permitting users of the websites to search the common database for a
5　　　　　random selection of database records having a particular set of
6　　　　　characteristics using the search query.

1　3.　The method of claim 1, wherein permitting users of the websites to search
2　the common database for database records having a particular set of
3　characteristics using a search query includes:
4　　　permitting users of the websites to search the common database for every
5　　　　　nth database record having a particular set of characteristics using
6　　　　　the search query.

1　4.　The method of claim 1, wherein the search query includes:

2   selecting database records having multiple inclusive and exclusive

3   characteristics.

1   5.   The method of claim 1, further including:

2   permitting the users to maintain corresponding user profiles.

1   6.   The method of claim 5, further including:

2   automatically generating a search query for a user for searching the

3   common database as a function of the corresponding user profile.

1   7.   The method of claim 6, further comprising:

2   automatically generating a search query for searching the common

3   database for a random selection of database records having a

4   particular set of characteristics as a function of the corresponding

5   user profile.

1   8.   The method of claim 6, further comprising:

2   automatically generating a search query for searching the common

3   database for every nth database record having a particular set of

4   characteristics as a function of the corresponding user profile.

1   9.   The method of claim 6, further comprising:

2   automatically generating a search query for searching the common

3   database for database records having multiple inclusive and

4   exclusive characteristics as a function of the corresponding user

5   profile.

1   10.   The method of claim 1, further including:

2   permitting users of the websites to purchase the database records having

3   the particular set of characteristics.

1   11.   The method of claim 10, further including:

2   if a user previously purchased database records, requesting the user to

3   provide the consumer response to the previously purchased

4   database records.

1   12.   The method of claim 10, further including:

2   if the user previously purchased particular database records, then not

3   retrieving those particular database records in response to the user

4   search for database records having the particular set of

5   characteristics.

1   13.   The method of claim 10, further including:

2   transmitting the purchased database records to a third party.

1   14.   The method of claim 10, further including:

2   transmitting the purchased database records to the system.

1   15.   The method of claim 10, further including:

2   recording the purchase of the purchased database records including the

3   corresponding search query.

1   16.   The method of claim 10, further including:

2   the system processing the purchased database records to generate an

3   output product.

1   17.   The method of claim 1, further including:

2   automatically generating a search query for a user for searching the

3   common database.

1   18.   The method of claim 1, further including:

2   providing usage statistics for a search query selected for use by a user.

1   19.   The method of claim 1, further including:

2   providing the consumer response statistics for a search query selected for

3   use by a user.

1   20.   The method of claim 1, further including:

2   recording a search query selected for use by a user.

1   21.   The method of claim 1, further including:

2   providing the number of database records having the particular set of

3   characteristics.

1   22.   The method of claim 21, wherein providing the number of database

2   records having particular set of characteristics includes:

3   providing a random number of database records having the particular set

4   of characteristics.

1   23.   The method of claim 21, wherein providing the number of database

2   records having particular set of characteristics includes:

3   providing the number of nth database records having the particular set of

4   characteristics.

1   24.   A computer program for use in an interactive sales and marketing network

2   system having a common database, comprising:

3   a computer-readable storage medium; and

4   instructions stored in the storage medium for the following:

5   providing a plurality of Internet websites;

6   permitting users of the websites to access the common database;

7   and

8   permitting the users to search the common database for database

9   records having a particular set of characteristics using a

10   search query.

1   25.   The computer program of claim 24, wherein permitting users of the

2   websites to search the common database for database records having a

3   particular set of characteristics using a search query includes:

4   permitting users of the websites to search the common database for a

5   random selection of database records having a particular set of

6   characteristics using the search query.

1   26.   The computer program of claim 24, wherein permitting users of the

2   websites to search the common database for database records having a

3   particular set of characteristics using a search query includes:

4   permitting users of the websites to search the common database for every

5   nth database record having a particular set of characteristics using

6   the search query.

1   27.   The computer program of claim 24, wherein the search query includes:

2   selecting database records having multiple inclusive and exclusive

3   characteristics.

1   28.   The computer program of claim 24, further including instructions stored in

2   the storage medium for:

3   permitting the users to maintain corresponding user profiles.

1   29.   The computer program of claim 28, further including instructions stored in

2   the storage medium for:

3   the system automatically generating a search query for a user for

4   searching the common database as a function of the corresponding

5   user profile.

1   30.   The computer program of claim 29, further including instructions stored in

2   the storage medium for:

3   the system automatically generating a search query for searching the

4   common database for a random selection of database records

5   having a particular set of characteristics as a function of the

6   corresponding user profile.

1   31.   The computer program of claim 29, further including instructions stored in

2   the storage medium for:

3   the system automatically generating a search query for searching the

4   common database for every nth database record having a

5   particular set of characteristics as a function of the corresponding

6   user profile.

1   32.   The computer program of claim 29, further including instructions stored in

2   the storage medium for:

3   the system automatically generating a search query for searching the

4   common database for database records having multiple inclusive

5   and exclusive characteristics as a function of the corresponding

6   user profile.

1   33.   The computer program of claim 24, further including instructions stored in

2   the storage medium for:

3   permitting users of the websites to purchase the database records having

4   the particular set of characteristics.

1   34.   The computer program of claim 33, further including instructions stored in

2   the storage medium for:

3   if a user previously purchased database records, requesting the user to

4   provide the consumer response to the previously purchased

5   database records.

1   35.   The computer program of claim 33, further including instructions stored in

2   the storage medium for:

3   if the user previously purchased particular database records, then not

4   retrieving those particular database records in response to the user

5   search for database records having the particular set of

6   characteristics.

1   36.   The computer program of claim 33, further including instructions stored in

2   the storage medium for:

3   transmitting the purchased database records to a third party.

1   37.   The computer program of claim 33, further including instructions stored in

2   the storage medium for:

3   transmitting the purchased database records to the system.

1   38.   The computer program of claim 33, further including instructions stored in

2   the storage medium for:

3   recording the purchase of the purchased database records including the

4   corresponding search query.

1   39.   The computer program of claim 33, further including instructions stored in

2   the storage medium for:

3   the system processing the purchased database records to generate an

4   output product.

1   40.   The computer program of claim 24, further including:

2   the system automatically generating a search query for a user for

3   searching the common database.

1   41.   The computer program of claim 24, further including:

2   providing usage statistics for a search query selected for use by a user.

1   42.   The computer program of claim 24, further including:

2   providing the consumer response statistics for a search query selected for

3   use by a user.

1   43.   The computer program of claim 24, further including:

2   recording a search query selected for use by a user.

1   44.   The computer program of claim 24, further including:

2   providing the number of database records having the particular set of

3   characteristics.

1   45.   The computer program of claim 44, wherein providing the number of

2   database records having particular set of characteristics includes:

3   providing a random number of database records having the particular set

4   of characteristics.

1   46.   The computer program of claim 44, wherein providing the number of

2   database records having particular set of characteristics includes:

3   providing the number of nth database records having the particular set of

4   characteristics.

1   47.   An interactive sales and marketing network system, comprising:

2   a common database including database records;

3   a host computer coupled to the common database; and

4   a plurality of Internet websites coupled to the common database and the

5   host computer;

6   wherein the host computer is adapted to permit users of the Internet

7   websites to search the common database for database records

8   having a particular set of characteristics using a search query.

1   48.   The system of claim 47, wherein permitting users of the websites to

2   search the common database for database records having a particular set of

3   characteristics using a search query includes:

4   permitting users of the websites to search the common database for a

5   random selection of database records having a particular set of

6   characteristics using the search query.

1   49.   The system of claim 47, wherein permitting users of the websites to

2   search the common database for database records having a particular set of

3   characteristics using a search query includes:

4   permitting users of the websites to search the common database for every

5   nth database record having a particular set of characteristics using

6   the search query.

1   50.   The system of claim 47, wherein the search query includes:

2   selecting database records having multiple inclusive and exclusive

3   characteristics.

1   51.   The system of claim 47, wherein each Internet website includes a different

2   graphical user interface.

1   52.   The system of claim 47, wherein the host computer is further adapted to

2   permit users to maintain corresponding user profiles.

1   53.   The system of claim 52, wherein the host computer is further adapted to

2   automatically generate a search query for a user for searching the common

3   database as a function of the corresponding user profile.

1   54.   The system of claim 53, wherein the host computer is further adapted to

2   generate a search query for searching the common database for a random

3   selection of database records having a particular set of characteristics as a

4   function of the corresponding user profile.

1   55.   The system of claim 53, wherein the host computer is further adapted to

2   generate a search query for searching the common database for every nth

3   database record having a particular set of characteristics as a function of the

4   corresponding user profile.

1   56.   The system of claim 53, wherein the system generates a search query for

2   searching the common database for database records having multiple inclusive

3   and exclusive characteristics.

1   57.   The system of claim 47, wherein the host computer is further adapted to

2   permit users of the websites to purchase the database records having the

3   particular set of characteristics.

1   58.   The system of claim 57, wherein the host computer is further adapted to, if

2   a user previously purchased database records, request the user to provide the

3   consumer response to the previously purchased database records.

1   59.   The system of claim 57, wherein the host computer is further adapted to, if

2   the user previously purchased particular database records, then not retrieve

3   those particular database records in response to the user search for database

4   records having the particular set of characteristics.

1   60.   The system of claim 57, wherein the host computer is further adapted to

2   transmit the purchased database records to a third party.

1   61.   The system of claim 57, wherein the host computer is further adapted to

2   transmit the purchased database records to the system.

1   62.   The system of claim 57, wherein the host computer is further adapted to

2   record the purchase of the purchased database records including the

3   corresponding search query.

1   63.   The system of claim 57, wherein the host computer is further adapted to

2   process the purchased database records to generate an output product.

1   64.   The system of claim 47, wherein the host computer is further adapted to

2   automatically generate a search query for a user for searching the common

3   database.

1   65.   The system of claim 47, wherein the host computer is further adapted to

2   provide usage statistics for a search query selected for use by a user.

1   66.   The system of claim 47, wherein the host computer is further adapted to

2   provide the consumer response statistics for a search query selected for use by

3   a user.

1   67.   The system of claim 47, wherein the host computer is further adapted to

2   record a search query selected for use by a user.

1   68.   The system of claim 47, wherein the host computer is further adapted to

2   provide the number of database records having the particular set of

3   characteristics.

1 69. The system of claim 68, wherein providing the number of database

2 records having particular set of characteristics includes:

3 providing a random number of database records having the particular set

4 of characteristics.

1 70. The system of claim 68, wherein providing the number of database

2 records having particular set of characteristics includes:

3 providing the number of nth database records having the particular set of

4 characteristics.

1 71. A computer implemented method of generating a database from one or

2 more raw data files having data records, comprising:

3 importing the data records;

4 merging the data records;

5 removing noncompliant data records;

6 removing duplicate data records;

7 formatting the data records;

8 indexing the data records; and

9 profiling the data records.

1 72. The method of claim 71, wherein the data records include one or more

2 data fields containing corresponding data; and wherein indexing the data records

3 includes:

4 generating an index table including index values corresponding to the

5 data; and

6 substituting the index values for the data in the data fields of the data

7 records.

1   73.   The method of claim 71, wherein profiling the data records includes:

2   determining how many data records share common characteristics.

1   74.   A computer program for generating a database from one or more raw data

2   files having data records for use in an interactive sales and marketing network

3   system having a common database, comprising:

4   a computer-readable storage medium; and

5   instructions stored in the storage medium for the following:

6   importing the data records;

7   merging the data records;

8   removing noncompliant data records;

9   removing duplicate data records;

10   formatting the data records;

11   indexing the data records; and

12   profiling the data records.

1   75.   The computer program of claim 74, wherein the data records include one

2   or more data fields containing corresponding data; and wherein indexing the data

3   records includes:

4   generating an index table including index values corresponding to the

5   data; and

6   substituting the index values for the data in the data fields of the data

7   records.

1   76.   The computer program of claim 74, wherein profiling the data records

2   includes:

3   determining how many data records share common characteristics.

1   77.   A system for generating a database from one or more raw data files

2   having data records for use in an interactive sales and marketing network

3   system, comprising:

4   a common database including database records;

5   a host computer coupled to the common database; and

6   a plurality of Internet websites coupled to the common database and the

7   host computer;

8   wherein the host computer is adapted to:

9   import the data records;

10   merge the data records;

11   remove noncompliant data records;

12   remove duplicate data records;

13   format the data records;

14   index the data records; and

15   profile the data records.

1   78.   The system of claim 77, wherein the data records include one or more

2   data fields containing corresponding data; and wherein the host computer is

3   adapted to index the data records by:

4   generating an index table including index values corresponding to the

5   data; and

6   substituting the index values for the data in the data fields of the data

7   records.

1   79.   The system of claim 77, wherein the host computer is adapted to profile

2   the data records by:

3   determining how many data records share common characteristics.

1 80. A computer implemented method of operating an interactive sales and
2 marketing system in which a user of the system can search for, retrieve, and
3 purchase database records, comprising:
4 preventing the retrieval of database records that were previously
5 purchased by the user.

1 81. The method of claim 80, further including:
2 permitting the retrieval of database records that were previously
3 purchased after a predetermined time period.

1 82. The method of claim 80, further including:
2 identifying database records that were previously purchased by a
3 particular user by adding a suppression code to the database
4 records previously purchased by the particular user.

1 83. The method of claim 82, wherein the suppression code includes an
2 indication of the user identity.

1 84. The method of claim 82, wherein the suppression code includes an
2 indication of the date purchased.

1 85. The method of claim 82, wherein the suppression codes for database
2 records purchased more than a predetermined time period ago are removed
3 from the database records.

1 86. The method of claim 80, further including:
2 generating an index table including database record identifiers that
3 correspond to database records; and

4   identifying database records that were previously purchased by a

5   particular user by appending a suppression code to the database

6   record identifier in the index table that corresponds to the database

7   records previously purchased by the particular user.

1   87.   The method of claim 86, wherein the suppression code includes an

2   indication of the user identity.

1   88.   The method of claim 86, wherein the suppression code includes an

2   indication of the date purchased.

1   89.   The method of claim 86, wherein the suppression codes for database

2   records purchased more than a predetermined time period ago are removed

3   from the index table.

1   90.   A computer program for operating an interactive sales and marketing

2   network system having a common database in which a user of the system can

3   search for, retrieve, and purchase database records, comprising:

4   a computer-readable storage medium; and

5   instructions stored in the storage medium for the following:

6   preventing the retrieval of database records that were previously

7   purchased by the user.

1   91.   The computer program of claim 90, further including instructions stored in

2   the storage medium for:

3   permitting the retrieval of database records that were previously

4   purchased after a predetermined time period.

1   92.   The computer program of claim 90, further including instructions stored in

2   the storage medium for:

3   identifying database records that were previously purchased by a

4   particular user by adding a suppression code to the database

5   records previously purchased by the particular user.

1   93.   The computer program of claim 92, wherein the suppression code

2   includes an indication of the user identity.

1   94.   The computer program of claim 92, wherein the suppression code

2   includes an indication of the date purchased.

1   95.   The computer program of claim 92, wherein the suppression codes for

2   database records purchased more than a predetermined time period ago are

3   removed from the database records.

1   96.   The computer program of claim 90, further including instructions stored in

2   the storage medium for:

3   generating an index table including database record identifiers that

4   correspond to database records; and

5   identifying database records that were previously purchased by a

6   particular user by appending a suppression code to the database

7   record identifier in the index table that corresponds to the database

8   records previously purchased by the particular user.

1   97.   The computer program of claim 96, wherein the suppression code

2   includes an indication of the user identity.

1   98.   The computer program of claim 96, wherein the suppression code

2   includes an indication of the date purchased.

1   99.   The computer program of claim 96, wherein the suppression codes for

2   database records purchased more than a predetermined time period ago are

3   removed from the index table.

1   100.   An interactive sales and marketing network system having a common

2   database in which a user of the system can search for, retrieve, and purchase

3   database records, comprising:

4   a common database including database records;

5   a host computer coupled to the common database; and

6   a plurality of Internet websites coupled to the common database and the

7   host computer;

8   wherein the host computer is adapted to:

9   prevent the retrieval of database records that were previously

10   purchased by the user.

1   101.   The system of claim 100, wherein the host computer is further adapted to:

2   permit the retrieval of database records that were previously purchased

3   after a predetermined time period.

1   102.   The system of claim 100, further including:

2   identifying database records that were previously purchased by a

3   particular user by adding a suppression code to the database

4   records previously purchased by the particular user.

1   103.   The system of claim 102, wherein the suppression code includes an

2   indication of the user identity.

1   104.   The system of claim 102, wherein the suppression code includes an

2   indication of the date purchased.

1   105.   The system of claim 102, wherein the suppression codes for database

2   records purchased more than a predetermined time period ago are removed

3   from the database records.

1   106.   The system of claim 100, wherein the host computer is further adapted to:

2   generate an index table including database record identifiers that

3   correspond to database records; and

4   identify database records that were previously purchased by a particular

5   user by appending a suppression code to the database record

6   identifier in the index table that corresponds to the database

7   records previously purchased by the particular user.

1   107.   The system of claim 106, wherein the suppression code includes an

2   indication of the user identity.

1   108.   The system of claim 106, wherein the suppression code includes an

2   indication of the date purchased.

1   109.   The system of claim 106, wherein the suppression codes for database

2   records purchased more than a predetermined time period ago are removed

3   from the index table.

1   110. A computer implemented method of operating an interactive sales and

2   marketing system in which a user of the system can search for, retrieve, and

3   purchase database records, comprising:

4   maintaining an index table including database record identifiers

5   corresponding to the database records and user suppression

6   codes appended to those database record identifiers

7   corresponding to previously purchased database records; and

8   preventing the retrieval of database records that were previously

9   purchased by the user.

1   111. The method of claim 110, further including:

2   permitting the retrieval of database records that were previously

3   purchased after a predetermined time period.

1   112. A computer program for maintaining a database of records in an

2   interactive sales and marketing network system having a common database in

3   which a user of the system can search for, retrieve, and purchase database

4   records, comprising:

5   a computer-readable storage medium; and

6   instructions stored in the storage medium for the following:

7   preventing the retrieval of database records that were previously

8   purchased by the user.

1   113. The computer program of claim 112, further including instructions stored

2   in the storage medium for:

3   permitting the retrieval of database records that were previously

4   purchased after a predetermined time period.

1   114.   A system for maintaining a database of records in an interactive sales and

2   marketing network system having a common database in which a user of the

3   system can search for, retrieve, and purchase database records, comprising:

4   a common database including database records;

5   a host computer coupled to the common database; and

6   a plurality of Internet websites coupled to the common database and the

7   host computer;

8   wherein the host computer is adapted to:

9   prevent the retrieval of database records that were previously

10   purchased by the user.

1   115.   The system of claim 114, wherein the host computer is further adapted to:

2   permit the retrieval of database records that were previously purchased

3   after a predetermined time period.

1   116.   A computer implemented method of accessing a common database

2   having database records for use in an interactive sales and marketing network

3   system, comprising:

4   providing a plurality of Internet websites;

5   coupling the Internet websites to the common database;

6   permitting users of the websites to search the common database for

7   database records having a particular set of characteristics using a

8   search query having multiple inclusive and exclusive

9   characteristics;

10   permitting users of the websites to search the common database for a

11   random selection of database records having a particular set of

12   characteristics using a search query;

13   permitting users of the websites to search the common database for every

14   nth database record having a particular set of characteristics using

15   a search query;

16   permitting the users to maintain corresponding user profiles;

17   generating a search query for a user for searching the common database

18   as a function of the corresponding user profile;

19   generating a search query for searching the common database for a

20   random selection of database records having a particular set of

21   characteristics as a function of the corresponding user profile;

22   generating a search query for searching the common database for every

23   nth database record having a particular set of characteristics as a

24   function of the corresponding user profile;

25   generating a search query for searching the common database for

26   database records having multiple inclusive and exclusive

27   characteristics as a function of the corresponding user profile;

28   permitting users of the websites to purchase the database records having

29   the particular set of characteristics;

30   if a user previously purchased database records, requesting the user to

31   provide the consumer response to the previously purchased

32   database records;

33   if the user previously purchased particular database records, then not

34   retrieving those particular database records in response to the user

35   search for database records having the particular set of

36   characteristics;

37   transmitting the purchased database records to a third party;

38   transmitting the purchased database records to the system;

39   recording the purchase of the purchased database records including the

40   corresponding search query;

41	the system processing the purchased database records to generate an
42	output product;
43	the system automatically generating a search query for a user for
44	searching the common database;
45	providing usage statistics for a search query selected for use by a user;
46	providing the consumer response statistics for a search query selected for
47	use by a user;
48	recording a search query selected for use by a user;
49	providing a random number of database records having the particular set
50	of characteristics; and
51	providing the number of nth database records having the particular set of
52	characteristics.

1	117. A computer program for use in an interactive sales and marketing network
2	system having a common database, comprising:
3	a computer-readable storage medium; and
4	instructions stored in the storage medium for the following:
5	providing a plurality of Internet websites;
6	permitting users of the websites to access the common database;
7	and
8	permitting the users to search the common database for database
9	records having a particular set of characteristics using a
10	search query including selecting database records having
11	multiple inclusive and exclusive characteristics;
12	permitting users of the websites to search the common database
13	for a random selection of database records having a
14	particular set of characteristics using a search query;

15   permitting users of the websites to search the common database

16   for every nth database record having a particular set of

17   characteristics using a search query;

18   permitting the users to maintain corresponding user profiles;

19   automatically generating a search query for a user for searching

20   the common database as a function of the corresponding

21   user profile;

22   automatically generating a search query for searching the common

23   database for a random selection of database records having

24   a particular set of characteristics as a function of the

25   corresponding user profile;

26   automatically generating a search query for searching the common

27   database for every nth database record having a particular

28   set of characteristics;

29   automatically generating a search query for searching the common

30   database for database records having multiple inclusive and

31   exclusive characteristics;

32   permitting users of the websites to purchase the database records

33   having the particular set of characteristics;

34   if a user previously purchased database records, requesting the

35   user to provide the consumer response to the previously

36   purchased database records;

37   if the user previously purchased particular database records, then

38   not retrieving those particular database records in response

39   to the user search for database records having the particular

40   set of characteristics;

41   transmitting the purchased database records to a third party;

42   transmitting the purchased database records to the system;

43	recording the purchase of the purchased database records
44	including a corresponding search query;
45	the system processing the purchased database records to
46	generate an output product;
47	the system automatically generating a search query for a user for
48	searching the common database;
49	providing usage statistics for the search query selected for use by a
50	user;
51	providing the consumer response statistics for a search query
52	selected for use by a user;
53	recording a search query selected for use by a user;
54	providing the number of database records having the particular set
55	of characteristics;
56	providing a random number of database records having the
57	particular set of characteristics; and
58	providing the number of nth database records having the particular
59	set of characteristics.

1	118.	An interactive sales and marketing network system, comprising:
2		a common database including database records;
3		a host computer coupled to the common database; and
4		a plurality of Internet websites coupled to the common database and the
5		host computer;
6		wherein the host computer is adapted to:
7		permit users of the Internet websites to search the common
8		database for database records having a particular set of
9		characteristics using a search query including selecting

10	database records having multiple inclusive and exclusive
11	characteristics;
12	permit users of the websites to search the common database for a
13	random selection of database records having a particular set
14	of characteristics using a search query;
15	permit users of the websites to search the common database for
16	every nth database record having a particular set of
17	characteristics using a search query;
18	permit users to maintain corresponding user profiles;
19	automatically generate a search query for a user for searching the
20	common database as a function of the corresponding user
21	profile;
22	automatically generate a search query for searching the common
23	database for a random selection of database records having
24	a particular set of characteristics;
25	automatically generate a search query for searching the common
26	database for every nth database record having a particular
27	set of characteristics;
28	automatically generate a search query for searching the common
29	database for database records having multiple inclusive and
30	exclusive characteristics; and
31	permit users of the websites to purchase the database records
32	having the particular set of characteristics;
33	if a user previously purchased database records, request the user
34	to provide the consumer response to the previously
35	purchased database records;
36	if the user previously purchased particular database records, then
37	not retrieve those particular database records in response to

38	the user search for database records having the particular
39	set of characteristics;
40	transmit the purchased database records to a third party;
41	transmit the purchased database records to the system;
42	record the purchase of the purchased database records including
43	the corresponding search query;
44	process the purchased database records to generate an output
45	product;
46	automatically generate a search query for a user for searching the
47	common database;
48	provide usage statistics for a search query selected for use by a
49	user;
50	provide the consumer response statistics for the search query
51	selected for use by a user;
52	record a search query selected for use by a user;
53	provide the number of database records having the particular set of
54	characteristics;
55	provide a random number of database records having the particular
56	set of characteristics; and
57	provide the number of nth database records having the particular
58	set of characteristics; and
59	wherein each Internet website includes a different graphical user
60	interface.

1	119.	A computer implemented method of generating a database from one or
2		more raw data files having data records, comprising:
3		importing the data records;
4		merging the data records;

5   removing noncompliant data records;

6   removing duplicate data records;

7   formatting the data records;

8   indexing the data records by a method comprising:

9   generating an index table including index values corresponding to

10   the data; and

11   substituting the index values for the data in the data fields of the

12   data records; and

13   profiling the data records by determining how many data records share

14   common characteristics; and

15   wherein the data records include one or more data fields containing

16   corresponding data.

1   120.   A computer program for generating a database from one or more raw data

2   files having data records for use in an interactive sales and marketing network

3   system having a common database, comprising:

4   a computer-readable storage medium; and

5   instructions stored in the storage medium for the following:

6   importing the data records;

7   merging the data records;

8   removing noncompliant data records;

9   removing duplicate data records;

10   formatting the data records;

11   indexing the data records by a method comprising:

12   generating an index table including index values

13   corresponding to the data; and

14   substituting the index values for the data in the data fields of

15   the data records; and

16   profiling the data records by determining how many data records

17   share common characteristics; and

18   wherein the data records include one or more data fields containing

19   corresponding data.

1   121.   A system for generating a database from one or more raw data files

2   having data records for use in an interactive sales and marketing network

3   system, comprising:

4   a common database including database records;

5   a host computer coupled to the common database; and

6   a plurality of Internet websites coupled to the common database and the

7   host computer;

8   wherein the host computer is adapted to:

9   import the data records;

10   merge the data records;

11   remove noncompliant data records;

12   remove duplicate data records;

13   format the data records;

14   index the data records by a method comprising:

15   generating an index table including index values

16   corresponding to the data; and

17   substituting the index values for the data in the data fields of

18   the data records; and

19   profile the data records by determining how many data records

20   share common characteristics;

21   wherein the data records include one or more data fields containing

22   corresponding data.

1　122. A computer implemented method of operating an interactive sales and

2　marketing system in which a user of the system can search for, retrieve, and

3　purchase database records, comprising:

4　　　preventing the retrieval of database records that were previously

5　　　　　purchased by the user;

6　　　permitting the retrieval of database records that were previously

7　　　　　purchased after a predetermined time period;

8　　　identifying database records that were previously purchased by a

9　　　　　particular user by adding a suppression code to the database

10　　　　　records previously purchased by the particular user;

11　　　generating an index table including database record identifiers that

12　　　　　correspond to database records; and

13　　　identifying database records that were previously purchased by a

14　　　　　particular user by appending a suppression code to the database

15　　　　　record identifier in the index table that corresponds to the database

16　　　　　records previously purchased by the particular user;

17　　　wherein the suppression code includes an indication of the user identity

18　　　　　and an indication of the date purchased;

19　　　wherein the suppression codes for database records purchased more

20　　　　　than a predetermined time period ago are removed from the

21　　　　　database records; and

22　　　wherein the suppression codes for database records purchased more

23　　　　　than a predetermined time period ago are removed from the index

24　　　　　table.

1　123. A computer program for operating an interactive sales and marketing

2　network system having a common database in which a user of the system can

3　search for, retrieve, and purchase database records, comprising:

4   a computer-readable storage medium; and

5   instructions stored in the storage medium for the following:

6   preventing the retrieval of database records that were previously

7   purchased by the user;

8   permitting the retrieval of database records that were previously

9   purchased after a predetermined time period;

10   identifying database records that were previously purchased by a

11   particular user by adding a suppression code to the

12   database records previously purchased by the particular

13   user;

14   generating an index table including database record identifiers that

15   correspond to database records; and

16   identifying database records that were previously purchased by a

17   particular user by appending a suppression code to the

18   database record identifier in the index table that corresponds

19   to the database records previously purchased by the

20   particular user;

21   wherein the suppression code includes an indication of the user identity

22   and an indication of the date purchased; and

23   wherein the suppression codes for database records purchased more

24   than a predetermined time period ago are removed from the

25   database records; and

26   wherein the suppression codes for database records purchased more

27   than a predetermined time period ago are removed from the index

28   table.

1 124. An interactive sales and marketing network system having a common

2 database in which a user of the system can search for, retrieve, and purchase

3 database records, comprising:

4   a common database including database records;

5   a host computer coupled to the common database; and

6   a plurality of Internet websites coupled to the common database and the

7   host computer;

8 wherein the host computer is adapted to:

9   prevent the retrieval of database records that were previously

10   purchased by the user;

11   permit the retrieval of database records that were previously

12   purchased after a predetermined time period;

13   identify database records that were previously purchased by a

14   particular user by adding a suppression code to the

15   database records previously purchased by the particular

16   user;

17   generate an index table including database record identifiers that

18   correspond to database records; and

19   identify database records that were previously purchased by a

20   particular user by appending a suppression code to the

21   database record identifier in the index table that corresponds

22   to the database records previously purchased by the

23   particular user;

24 wherein the suppression code includes an indication of the user identity

25   and an indication of the date purchased;

26 wherein the suppression codes for database records purchased more

27   than a predetermined time period ago are removed from the

28   database records; and

29   wherein the suppression codes for database records purchased more

30   than a predetermined time period ago are removed from the index

31   table.

1   125.   A computer implemented method of operating an interactive sales and

2   marketing system in which a user of the system can search for, retrieve, and

3   purchase database records, comprising:

4   maintaining an index table including database record identifiers

5   corresponding to the database records and user suppression

6   codes appended to those database record identifiers

7   corresponding to previously purchased database records;

8   preventing the retrieval of database records that were previously

9   purchased by the user; and

10   permitting the retrieval of database records that were previously

11   purchased after a predetermined time period.

1   126.   A computer program for maintaining a database of records in an

2   interactive sales and marketing network system having a common database in

3   which a user of the system can search for, retrieve, and purchase database

4   records, comprising:

5   a computer-readable storage medium; and

6   instructions stored in the storage medium for the following:

7   preventing the retrieval of database records that were previously

8   purchased by the user; and

9   permitting the retrieval of database records that were previously

10   purchased after a predetermined time period.

1   127.   A system for maintaining a database of records in an interactive sales and

2   marketing network system having a common database in which a user of the

3   system can search for, retrieve, and purchase database records, comprising:

4   a common database including database records;

5   a host computer coupled to the common database; and

6   a plurality of Internet websites coupled to the common database and the

7   host computer;

8   wherein the host computer is adapted to:

9   prevent the retrieval of database records that were previously

10   purchased by the user; and

11   permit the retrieval of database records that were previously

12   purchased after a predetermined time period.

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